



## 2003 ASSEMBLY BILL 800

February 3, 2004 – Introduced by Representatives MUSSER, VAN ROY, KRAWCZYK and PETROWSKI. Referred to Committee on State Affairs.

1     **AN ACT** *to create* 100.195 of the statutes; **relating to:** cigarette advertising and  
2             promotion.

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***Analysis by the Legislative Reference Bureau***

This bill authorizes a cigarette manufacturer to enter into an agreement with a retailer specifying the terms and conditions under which the retailer may stock, advertise, or display (advertise) the manufacturer's products and under which the manufacturer may require the retailer to conduct a product promotion. The bill provides that if a cigarette manufacturer and a retailer enter into such an agreement, the agreement must specify the amount and location of space that the retailer agrees to provide for advertising the cigarette manufacturer's products.

The bill also specifies that if a cigarette manufacturer and a retailer enter into an agreement specifying the terms and conditions under which the retailer may advertise the manufacturer's products, the agreement may not prohibit a retailer from advertising another cigarette manufacturer's products. The agreement may also not specify the location or limit the amount of space that the retailer may use for advertising another cigarette manufacturer's products, or require a retailer to charge a certain price for another cigarette manufacturer's products.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

3             **SECTION 1.** 100.195 of the statutes is created to read:

